



2023

PARTNERSHIP GUIDE



ABOUT US

Mission

The Whitestown Parks and Recreation Department is dedicated to enhancing the lives of residents by creating experiences for all.

Vision

To cultivate a safe, welcoming, and active community for our residents.



WHY SPONSOR?

The Whitestown Parks + Recreation Department plans and hosts many great community events throughout the year! These events highlight our wonderful parks and amenities, as well as create a sense of community for residents and visitors. We could not do what we do without your support.



Committment to community



Increase brand awareness

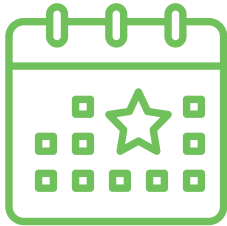


Support our parks department

By sponsoring an event, your business will increase brand awareness, be recognized for your commitment to the Whitestown community, and support the mission of our Parks Department.

Your sponsorship makes a true difference.

2022 EVENTS RECAP



31 Events



16,000+ people attended events
51% increase from 2021



50 Volunteers



TABLE OF EVENTS

Easter Egg Hunt // Saturday, April 8..... Page 7

Battle of the Badges 5k // Saturday, April 22..... Page 8

Viking Fest // Friday, April 28 – Sunday, April 30..... Page 9

Hops & Hounds // Thursdays, May 11 & September 14..... Page 10

Summer Concert Series // Fridays, June 2 – July 28..... Page 11

Farmers Market // Thursdays, June 15 – August 31..... Page 12

Independence Day Celebration // Monday, July 3..... Page 13

Whitestown BrewFest // Saturday, August 12..... Page 14

Movies in the Park // Fridays in September..... Page 15

Halloween Trick-or-Treat Trail // Saturday, October 28..... Page 16

Merry at Main // Saturday, December 9..... Page 17



EVENTS



Saturday, April 8 | 10am-12pm | Main Street Park
Estimated attendance: 700-1,000

Presenting Sponsor // \$1,500

- Presenting logo on website & event marketing materials
 - On-site sponsor banner & activation space
 - Social media mentions (3)
- *Limited to 1 sponsor

Gold Sponsor // \$1,000

- Logo on website & event marketing materials
- On-site sponsor banner & activation space
- Social media mentions (3)

Silver Sponsor // \$500

- On-site sponsor banner & activation space
- Social media mention (1)

Booth Sponsor // \$50

- On-site activation space

EASTER EGG HUNT





Saturday, April 22 | 8am | Whitestown, IN
 Estimated attendance: 250-500

Presenting Sponsor* // \$2,500

- Presenting logo on website, t-shirt, & event marketing materials
- On-site sponsor banner & activation space
- Event acknowledgement
- 6 complimentary registrations & employee discount code
- Social media mentions (10)

*Limited to 1 sponsor

Gold Sponsor // \$1,500

- Logo on website & t-shirt
- On-site sponsor banner & activation space
- Event acknowledgement
- 4 complimentary registrations & employee discount code
- Social media mentions (5)

Silver Sponsor // \$1,000

- Logo on website & t-shirt
- On-site site sponsor banner
- Event acknowledgement
- 2 complimentary registrations
- Social media mentions (2)

Bib Sponsor // \$500

First Aid Sponsor // \$200

Water Station Sponsor // \$100

BATTLE OF THE BADGES





VIKING — FEST —

Friday, April 28 – Sunday, April 30 | Anson Acres Park
Estimated attendance: 5,000-8,000

Presenting Sponsor* // \$10,000

- Presenting logo on website & event marketing materials
- Main stage sponsor banner & on-site activation space
- Free tickets (20)
- Event acknowledgement & social media mentions (10)

*Limited to 1 sponsor

Gold Sponsor* // \$5,000

- Logo on website & event marketing materials
- Stage sponsor banner (B) & on-site activation space
- Free tickets (15)
- Event acknowledgement & social media mentions (7)

*Limited to 2 sponsors

Area Sponsor* // \$2,500

- Logo on website
- Area sponsor signage & on-site activation space
- Free tickets (10)
- Social media mentions (4)

*Limited to 3 sponsors – Arena, Fire, Kid Zone

Silver Sponsor* // \$1,500

- Logo on website
- Stage sponsor banner (C) & on-site activation space
- Social media mentions (2)

*Limited to 2 sponsors

Booth Sponsor // \$750

- On-site activation space

VIKING FEST





Thursdays, May 11 & September 14 | 5:30-7:30pm
Estimated attendance: 100-200

Presenting Sponsor* // \$1,500

- Presenting logo on website & event marketing materials
- On-site sponsor banner & activation space (both dates)
- Social media mentions (7)

*Limited to 1 sponsor

Gold Sponsor // \$500

- Logo on website & event marketing materials
- On-site sponsor banner & activation space (both dates)
- Social media mentions (3)

Booth Sponsor // \$50

- On-site activation space (both dates)

HOPS & HOUNDS





Fridays, June 2 – July 28 | Whitestown Municipal Complex
Estimated attendance per concert: 200-500

Presenting Sponsor* // \$10,000

- Presenting logo on website & event marketing materials
- Main stage sponsor banner & on-site activation space
- Event acknowledgement & social media mentions (12)

*Limited to 1 sponsor

Gold Sponsor* // \$5,000

- Logo on website & event marketing materials
- Stage sponsor banner (B) & on-site activation space
- Event acknowledgement & social media mentions (9)

*Limited to 2 sponsors

Silver Sponsor* // \$2,500

- Logo on website & event marketing materials
- Stage sponsor banner (C) & on-site activation space
- Event acknowledgement & social media mentions (6)

*Limited to 2 sponsors

Bronze Sponsor* // \$1,500

- Logo on website
- Stage sponsor banner (D) & on-site activation space
- Social media mentions (3)

*Limited to 4 sponsors

Booth Sponsor // \$200 per concert

- On-site activation space

SUMMER CONCERT SERIES



SOLD OUT



FARMERS MARKET

Thursdays, June 15 – August 31 | 5-8pm | Main Street Park
Estimated seasonal attendance: 1,000

Presenting Sponsor* // \$2,000

- Presenting logo on website & event marketing materials
- Logo on Farmers Market trailer
- On-site sponsor banner & activation space at all 12 markets
- Social media mentions (10)

*Limited to 1 sponsor

Gold Sponsor // \$1,000

- Logo on website & event marketing materials
- On-site sponsor banner & activation space at 6 markets
- Social media mentions (5)

Booth Sponsor // \$100 per market

- On-site activation space





Monday, July 3 | 6pm | Eagle Church
Estimated attendance: 2,000-3,000

Presenting Sponsor* // \$5,000

- Presenting logo on website & event marketing materials
- Main stage sponsor banner & on-site activation space
- Event acknowledgement & social media mentions (10)

*Limited to 1 sponsor

Gold Sponsor* // \$2,500

- Logo on website & event marketing materials
- Stage sponsor banner (B) & on-site activation space
- Event acknowledgement & social media mentions (7)

*Limited to 2 sponsors

Silver Sponsor* // \$1,500

- Logo on website
- Stage sponsor banner (C) & on-site activation space
- Social media mentions (4)

*Limited to 2 sponsor

Area Sponsor* // \$1,000

- Logo on website
- Area sponsor signage & on-site activation space
- Social media mentions (2)

*Limited to 2 sponsors - Tent & Kid Zone

Booth Sponsor // \$500

- On-site activation space

INDEPENDENCE DAY





Saturday, August 12 | 12-4:30pm | Whitestown Municipal Complex
Estimated attendance: 500-1,000

Presenting Sponsor* // \$10,000

- Presenting logo on website & event marketing materials
- Main stage sponsor banner & on-site activation space
- VIP tickets (25)
- Event acknowledgement & social media mentions (10)

*Limited to 1 sponsor

Gold Sponsor* // \$5,000

- Logo on website & event marketing materials
- Stage sponsor banner (B) & on-site activation space
- VIP tickets (20)
- Event acknowledgement & social media mentions (7)

*Limited to 2 sponsors

Homebrew Tent Sponsor* // \$2,500

- Logo on website
- Area sponsor signage & on-site activation space
- VIP tickets (15)
- Event acknowledgement & social media mentions (4)

*Limited to 1 sponsor

Silver Sponsor* // \$1,500

- Logo on website
- Stage sponsor banner (C) & on-site activation space
- VIP tickets (10)
- Social media mentions (2)

*Limited to 2 sponsors

Booth Sponsor // \$500

- On-site activation space

WHITESTOWN BREW FEST





MOVIES IN THE PARK

Friday, September 8, 15, & 22 | Main Street Park
Estimated attendance: 100 per movie

Presenting Sponsor* // \$1,500

- Presenting logo on website & event marketing materials
- On-site advertising & activation space at all movie nights
- Social media mentions (5)

*Limited to 1 sponsor

Gold Sponsor // \$750

- Logo on website
- On-site activation space at 2 movie nights
- Social media mentions (2)

Silver Sponsor // \$500

- Logo on website
- On-site activation at 1 movie night
- Social media mention (1)



HALLOWEEN Trick OR TREAT TRAIL

Saturday, October 28 | 4-8pm | Anson Acres Park
Estimated attendance: 1,500-2,000

Presenting Sponsor* // \$1,500

- Presenting logo on website & event marketing materials
 - On-site sponsor banner & activation space
 - Social media mentions (8)
- *Limited to 1 sponsor

Gold Sponsor // \$750

- Logo on website
- On-site sponsor banner & activation space
- Social media mentions (5)

S'mores Station Sponsor* // \$500

- Logo on website
 - On-site sponsor signage & on-site activation space
 - Social media mentions (3)
- *Limited to 1 sponsor

Booth Sponsor // \$50

- On-site activation space

HALLOWEEN TRICK-OR-TREAT TRAIL



NEW



Merry at Main

Saturday, December 9 | 11am-2pm | Main Street Park
Estimated attendance: 500-1,000

Presenting Sponsor* // \$1,500

- Presenting logo on website & event marketing materials
 - On-site sponsor banner & activation space
 - Social media mentions (8)
- *Limited to 1 sponsor

Area Sponsor* // \$750

- Logo on website
 - Area sponsor signage & on-site activation space
 - Social media mentions (5)
- *Limited to 3 sponsors - Reindeer, Heat Miser, Snow Miser

Gold Sponsor // \$500

- Logo on website
- On-site sponsor signage & activation space
- Social media mentions (3)

Community Sponsor // \$250

- Logo on website
- On-site activation space

MERRY AT MAIN



WHITESTOWN



P A R K S + R E C R E A T I O N



@WHITESTOWNPARKSANDREC



@WHITESTOWNPARKS



@WHITESTOWNPARKS